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HIGHLIGHTS - PRINT ORDER

THE FOLLOWING PUBLICATIONS DID NOT MEET THEIR AVERAGE RATE BASE FOR 1997 USING ONE OR THE OTHER OF THESE TWO STATEMENTS:

PUBLICATION	RATE BASE	1997 AVG. TOTAL COPIES SOLD OWNERSHIP STATEMENTS	1997 ABC CIRC.
INDY CAR RACING	36,000	35,515	N/A
ESQUIRE	650,000	649,923	666,000
JACKSONVILLE	20,000	12,144	N/A
MODE	330,000	217,944	N/A
NEW ORLEANS	30,000	18,335	N/A
PAPER	60,000	58,100	N/A
PENTHOUSE	1,100,000	923,260	903,200
POV	260,000	118,428	N/A
SAN DIEGO	40,000	N/A	39,200
SOAP OPERA DIGEST	1,184,000	1,280,100	1,174,300
SOAP OPERA WEEKLY	500,000	494,953	470,500
STAR	2,200,000	2,158,759	2,083,700
SWING	100,000	87,720	N/A
TIME OUT-N.Y.	56,000	50,434	N/A
TODAY'S HOMEOWNER	915,000	905,452	918,800
TOTAL TV	750,000	657,636	N/A
TRUE STORY	675,000	640,619	588,000

Source: https://www.industrydocuments.ucsf.edu/docs/psmm0004

YAHOO	400,000	286,915	N/A

THE FOLLOWING PUBLICATIONS SOLD LESS THAN 50% OF THEIR TOTAL PRINT ORDER:

BRIDAL GUIDE (39.9%)	SOAP OPERA MAG. (41.1%)
MARIE CLAIRE (48.9%)	SOAP OPERA WEEKLY (46.4%)
MODE (33.5%)	

THE FOLLOWING PUBLICATIONS SOLD AT LEAST 90% OF THEIR TOTAL PRINT ORDER:

AUTOWEEK	EBONY	SOUTHERN LIVING
BETTER H. & G.	INDY CAR RACING	SPORTS ILLUSTRATED
BASSMASTER	JET	TOTAL TV
BOWLING	NORTH AM. FISHERMAN	
CABLE GUIDE	NORTH AMERICAN HUNTER	

Source: https://www.industrydocuments.ucsf.edu/docs/psmm0004

OF THE TOTAL COPIES THAT WERE DISTRIBUTED TO NEWSSTANDS, THESE PUBLICATIONS SOLD LESS THAN 30%:

AM. HOMESTYLE&GDN.	INTERVIEW	SPORTING NEWS
AUDIO	LIVE	SPORTS AFIELD
AUTOWEEK	OPEN WHEEL	STEREO REVIEW
CAR CRAFT	OUTDOOR LIFE	SWING
CIRCLE TRACK	POP. HOT RODDING	TODAY'S HOMEOWNER
COUNTRY AMERICA	POV	U.S. NEWS & W.R.
ESQUIRE	SKI	WORKING MOTHER
FIELD & STREAM	SKIING	WORKING WOMAN
FLYING	SOUTHERN OUTDOORS	YAHOO
HOT ROD	SPORT	
HUNTING	SPORT TRUCK	

Source: https://www.industrydocuments.ucsf.edu/docs/psmm0004